



LIBRARY BOARD MINUTES

January 9, 2013

BOARD PRESENT: Amir, Brodsky, Brooks, Christman, Dickerson, Lewis, Neuman, Persaud, Ram, Reedy, Watts

STAFF PRESENT: B. Parker Hamilton, Director, MCPL; Regina Holyfield, Recording Secretary

GUESTS: Sally Bosken, Little Falls Library Advisory Committee; Greg Neuschafer, Quince Orchard Library Advisory Committee; Andrea Castrogiovanni, Manager, Montgomery County Correctional Facility Library

The Library Board meeting was convened by Chair Lewis at 7:05 p.m.

INTRODUCTIONS:

Introduction of Board members, Library staff and guests.

APPROVAL OF PREVIOUS MINUTES:

Minutes from the December 12, 2012 meeting were approved.

APPROVAL OF LAC APPLICATIONS:

It was moved and seconded that the LAC member applications be approved.

DIRECTOR'S REPORT

- The new tool the County has implemented in order to communicate with the public called engageMontgomery currently has a question on the site asking residents to weigh in on the programs and services they think should receive funding priorities as the next budget is developed. Libraries is listed; Board members were encouraged to read the comments and suggestions.
- On January 23, there will be a taping of *Seniors Today* which will feature MCPL and its role in providing services to the senior residents of the County.

- Personnel changes:
 - Effective January 28, Nancy Savas will transfer from Germantown Library to Potomac Library.
 - Effective February 11, Karen Miller will move to Germantown Library from Damascus Library.
 - A new position, Customer Account Coordinator, has been filled by the promotion of Demeke Seyoum. This position was requested last year to provide a point of contact and a consistent approach for customer account problems. Fred Akuffo, who has been temporarily filling and testing this position, has done a wonderful job.
- Libraries' MARC (Maximum Agency Request Ceiling) for FY14 is \$32.7M; it is subject to change. This includes funds for staffing the newly renovated Gaithersburg and Olney libraries, an extra driver, and the extension of the lease for the Gaithersburg Interim site. If there are no cuts or changes, Olney Library will be open the same hours as the Tier 1 branches: 9 AM – 9 PM, Monday – Thursday; 10 AM - 6 PM, Friday and Saturday; and 12 – 5 PM on Sunday.
 - Targeted dates for re-openings: summer 2013 for Gaithersburg and fall 2013 for Olney.
 - The Gaithersburg Interim (GBI) site will close approximately 6-8 weeks after Gaithersburg re-opens. There is no money in the budget to keep GBI open, and the funding could not be justified because of its close proximity to the full service branch.
- There was an incident at the Rockville Memorial Library in which a customer complained to a staff member regarding someone viewing pornography. The customer was not satisfied with the response, and posted a complaint on the Olney-Brookeville listserv. Art Brodsky responded, giving MCPL's policy regarding this issue.
 - The staff person did not handle the incident appropriately.
 - MCPL's policy is to handle these types of incidences as disturbances.
 - MCPL does have filters on all computers through iBoss. There is extra filtering on the childrens' computers.
- Mr. Leggett received a letter from Jonathan Fink, Chair of the Wheaton Redevelopment Advisory Committee, regarding the Wheaton Library/Recreation Center. Mr. Fink expressed the Committee's objection to Grimm + Parker being awarded the project; they would like to have seen a design competition. Council President Nancy Navarro was copied on this letter.
 - If there is a public panel regarding this issue, it would be beneficial to have a representative from the Wheaton Library Advisory Committee.
 - The County has used more than one process in the past to award construction projects.
- The Maryland Library Association conference is scheduled for May. Each year they have a Silent Auction in which they ask each library system to donate a basket that is reflective of their county.
 - It was suggested that the theme for MCPL's basket this year be F. Scott Fitzgerald.
- Question: Are there plans to extend the hours for Twinbrook Library?
 Answer: There are no plans to extend hours for Twinbrook or any other branch at this time.

CHAIR'S REPORT

- The Legislative Reception for 2013 is scheduled for February 13, 5:30 – 7:30 PM. This is an opportunity for Board members and advocates to meet with elected officials after a day of advocacy. If interested in going during the day, please contact Chair Lewis.
- FOLMC has the new advocacy t-shirts; if you want to order one please see Regina Holyfield. Please wear these t-shirts, t-shirts from last year, or anything orange to the public meetings.
- An email message was sent to the branch managers requesting dates for the branch tours; the deadline was set for January 18. Responses have been received from three branches. These tours will allow the community to have contact with the Council members.
 - On January 16, Councilmember Berliner will tour Davis Library. The tour will be conducted by Branch Manager Joseph Eagan who will emphasize the implementation of MCPL's Strategic Plan. The tour will be followed by a question and answer session.
- At least one Board member is scheduled to attend each of the County Executive's Public Budget Forum meetings.
 - The tip sheet has been sent out to all Board and LAC chairs. Board members were asked to review the tip sheet with the LAC chairs and asked that it be shared with the full LAC membership.
 - Everyone is encouraged to sit together in the front.
 - The message to Mr. Leggett is that Libraries is thankful and appreciative of his support, and remind him that he said there will be no more cuts to Libraries.
 - All Board members are asked to report back to the full Board regarding the meetings.
- The Advocacy Reporting Template was developed at the Brainstorming I meeting as a way of sharing the advocacy strategies that worked/are working well.
 - These strategies will be posted to *In the Know* which is the FOLMC's advocacy newsletter.
 - Chair Lewis will check with Ari Brooks, Executive Director of the Friends of the Library, Montgomery County, Inc., to determine how to sign up for *In the Know*.
 - Does this blur the line between the Board, LACs and FOL even more?
 - The FOL has more lead way for advocacy than the Board and LACs.
 - How are these items going to be presented by the FOLMC?
 - This will be addressed again at the Brainstorming II meeting.

VICE CHAIR/COMMUNITY LIAISON REPORT

- Snapshot Day Report
 - Pictures and comments from Snapshot Day 2012 were shared.
 - The statistics will be used during the visits to the Council members' offices.
 - The Board thanked Paulette Dickerson for her work on compiling the Snapshot Day data.

LAC AND BOARD ACTIVITIES REPORT

- New LAC Member Orientation

- The vision is to have a packet for new LAC members that will be available to them via the website.
- A welcome letter will also be drafted to send the new members once their applications have been approved by the Board.
- Newly approved LAC members would be invited to Board meetings four times a year (ex. those approved from January to March would be invited to the March meeting.)
- The work group would like to present the draft materials to the full Board at the February meeting and implement this plan in March.
- This plan will be in addition to what is taking place at the LAC level.
- The LAC members will be invited to the March Board meeting to hear presentations by the Director's senior staff and ask questions of them.
- The Board liaisons should remind the LACs of their roles - advising the branch managers on collections; bringing feedback from the community regarding library services, issues regarding the buildings and grounds upkeep, etc. The Department depends on the LACs for feedback on all of these issues.
 - An agenda-driven meeting helps with this.
 - Maybe there should be a standardized LAC agenda.
- Please remit any feedback/ideas to Lois Neuman as soon as possible.
- A slide show for the website could be created to refer new and potential LAC members for review of the LAC roles and responsibilities.
- Dr. Neuman will review and edit the LAC Handbook and the Library Board Manual.

OLD BUSINESS

- Outreach Report
 - The Outreach Report drafted by Art Brodsky was sent via email to all Board members for review prior to the meeting.
 - Art Brodsky, as a volunteer consultant, was asked by Director Hamilton to conduct a study to learn about the options and opportunities MCPL should consider as a strategic approach to outreach and marketing. This approach would use all Library staff and other County resources.
 - Art Brodsky presented this report to the Director's Advisory Committee and the Outreach staff who are using it, other resources and best practices to develop strategies.
 - The information derived from this study is very important.
 - Director Hamilton thanked Art Brodsky for doing this work that the Department did not have the capacity to do.

NEW BUSINESS

- Board Newsletter
 - Lois Neuman has put a lot of work into the newsletter during the past years. She is now turning over the reins to Jeanette Cotter.
 - Jeanette Cotter, Paulette Dickerson and Director Hamilton met to discuss the format for the newsletter.
 - MCPL's newsletter will utilize Constant Contact; the Board's information will be included in MCPL's newsletter.

- The Board's information will be included quarterly beginning with the February edition.
 - Instead of having full length articles there will be "Click here to read more."
 - The award information from last June will be included.
 - Community library events will also be included as well as save-the-date events.
- Send information for the newsletter to Lois Neuman, Parker Hamilton and Jill Lewis.

PUBLIC COMMENT

Andrea Castrogiovanni, manager of the Correctional Facility Library, asked if there was interest in touring the library at the Correctional Facility. She indicated that Wednesday and Thursday evenings and Wednesday mornings were good times.

- The bakery program is still at the facility, but it has been scaled back to some degree.
- There are special rules for donating books to the correctional facility library:
 - No more than two boxes at a time. The boxes should be taken to one's local branch where they will be sealed, labeled and sent to MCCF.
 - Any fiction books are accepted and magazines, even old ones.
 - No:
 - spiral-bound books
 - books on computer hacking
 - illustrated sex manuals
 - books on martial arts
 - biographies or books on gangs, tattoos, calligraphy or graffiti art
 - Cosmopolitan magazines
- Assistance is needed with recruiting LAC members. Ms. Castrogiovanni is currently trying to recruit from the teaching pool at the facility.

Director Hamilton stated that MCPL is very fortunate to have Ms. Castrogiovanni, who has received an award from the Department of Correction and Rehabilitation, at this facility.

ADJOURNMENT

The meeting was adjourned at 9:00 p.m.

B. Parker Hamilton